

# CARAVAN SALON 2023

<b>Exhibitors total</b>	<b>771</b>
Exhibitors Germany	478
Exhibitors other countries	293
<b>Number of countries</b>	<b>36</b>

<b>Net space total (sqm)</b>	<b>126.686</b>
Net space Germany	87.543
Net space other countries	39.143



<b>Visitors total*</b>	<b>256.326</b>
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Basis visitor data: visitor registration	
from Germany	88%
from abroad	12%
<b>Number of countries</b>	<b>66</b>

Basis visitor data: visitor registration	
<b>TOP 10 visitor countries</b>	
<i>(Basis: all foreign visitors)</i>	
Netherlands	28%
Belgium	17%
France	6%
Switzerland	5%
Spain	4%
Greatbritain and Northern Ireland	4%
Austria	4%
Italy	3%
Luxembourg	3%
Poland	3%

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Düsseldorf • Germany  
25.08 - 03.09 2023

[www.caravan-salon.com](http://www.caravan-salon.com)

1.341 accredited journalists from 34 countries

Preliminary data, subject to changes  
Market Research / September 2023

## Structure of private visitors

Based on the results of 3.373 interviews with private visitors during CARAVAN SALON 2023 conducted by means of the Computer-Interview-System

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Motor caravans	50%
Vans (camper vans with bathroom)	32%
Caravans/trailers	31%
Camping vans (camper vans without bathroom)	14%
Mobile homes	6%
Basic vehicles	5%
Energy supply/electrical installations/-appliances	14%
Detachable parts and components for caravans and motor caravans	13%
Installation/heating systems/gas/water	9%
Antennas/receivers/navigation systems	8%
Vehicle parts/chassis units/equipment	7%
Caravanning and campsite equipment	29%
Outdoor and equipment	28%
Tents and accessories	21%
Caravanning tourist/outdoor activities	12%
Campsite equipment suppliers/ leisure equipment suppliers	8%
Rental agents	3%
Financing/insurance	2%
Media and magazines (Print/Online)	2%
Associations and federations	2%
other	6%

<b>Ownership of leisure vehicles</b>	
<i>(Several answers possible)</i>	
Yes	61%
- Caravans/travel trailers	39%
- Motor caravan/motor home	33%
- Vans	16%
- Camping buses	13%
- Expedition vehicle	1%
- others	4%

<b>Purchase intention of leisure vehicles*</b>	
Yes	61%
Yes, before the end of 2023	12%
Yes, at a later date (from 2024)	49%

<b>Age</b>	
up to 20 years	1%
21 - 30 years	6%
31 - 40 years	12%
41 - 50 years	21%
51 - 60 years	34%
61 - 67 years	19%
67 years or older	7%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Testing, trying out	39%
General information about new vehicles	37%
Planning the purchase of a new vehicle	33%
Search for components/accessories	27%
Planning to extend/convert a vehicle	16%
Information about used vehicles	8%
Information about renting vehicles	6%
other	11%

<b>New suppliers / products were found</b>	
Yes	72%

<b>Overall assessment</b>	
Satisfied	95%

<b>Recommendation</b>	
Yes	96%

\*difference to 100% = no answer



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